Slide 1

A B D

E G H

DRIVE TRAFFIC TO YOUR WEBSITE
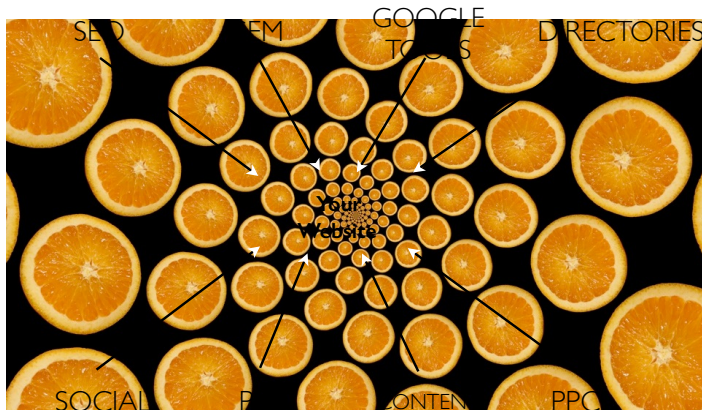SEO

Slide 2
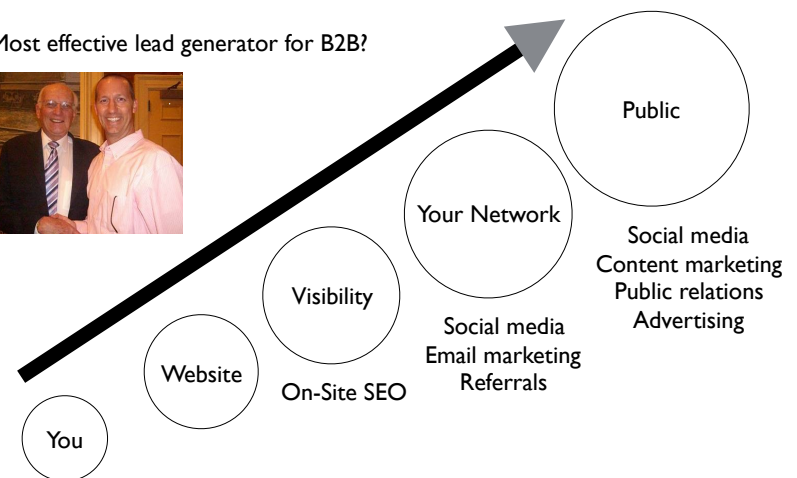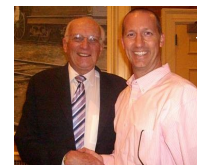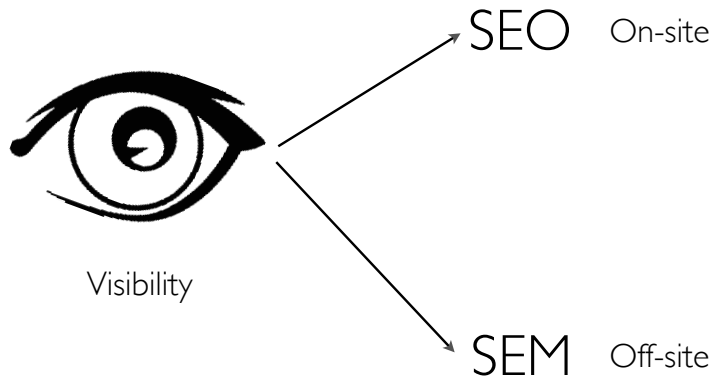
WEBSITES ARE THE BEATING HEART

Fundamentals   Drive Traffic

On-Site SEO

Slide 3

SEO   SEM   GOOGLE TOOLS   DIRECTORIES

Your Website

SOCIAL   E   CONTENT   PPC

Slide 4

AWARENESS

Most effective lead generator for B2B?

Public

Your Network

Visibility

Website

You

On-Site SEO

Social media
Email marketing
Referrals

Social media
Content marketing
Public relations
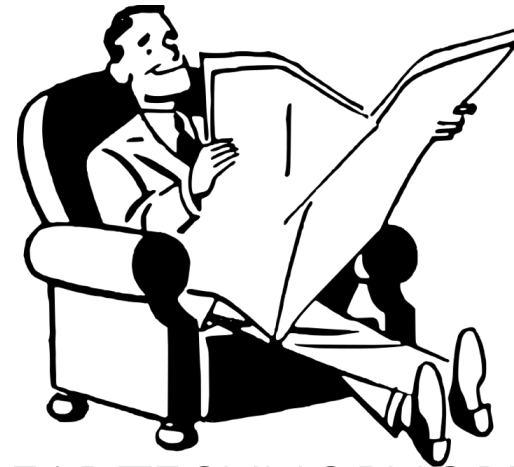Advertising

HELP SEARCH ENGINES FIND YOUR SITE

SEO — On-site

Visibility

SEM — Off-site

DEAR TECHNOPHOBES: I'VE GOT GOOD NEWS

IT'S STILL BUSINESS AS USUAL

CONNECTING WITH HUMANS IS STILL THE PRIORITY

5

6

7

8

EVEN GOOGLE IS WORKING HARD TO MAKE THAT A REALITY

SEARCH ENGINE OPTIMIZATION

Make it easier for people to find you when they search

Blockbeta Marketing

psychographics by zip code

Get Demographics and Psychographics by Zip - Blockbeta Marketing
www.blockbeta.com/.../get-demographics-and-psychographics-by-zip.ht... ▾
Dec 28, 2008 - Get Demographics and **Psychographics by Zip** ... data that you can
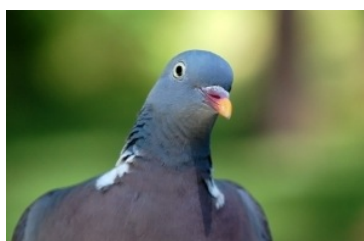drill down by **zip code** to discover demographics and **psychographics**.

KEYWORDS: DIGITAL DNA

keywords +

relevance +

location +

personalization +

inbound links

= Rank

200+ parameters

Imagine what people use

Be specific

2-3 word phrases

SEO: ON-SITE

Visible to Humans

Visible to Search Engines

Slide 13

Graphic Text

Keywords

Social

ON-SITE: FRONT

Slide 14

1. Clearly ID your USP and become an authority

2. Provide answers to questions people are really seeking through search; will reduce bounce rate

3. Create quality, engaging, shareable, linkable information on different entry pages

4. Content needs to be shared across social networks through influencers

5. Mobilize your site

Slide 15

ON-SITE: BACK

DESCRIPTION META TAG

On-Site SEO Guide

No effect on the ranking of your site in search engines

It is displayed in SERP; more likely to be clicked

Do not spam full of keywords; will have a negative effect

```
<head>

<title>Keywords Come Back Here</title>

<meta name="description" content="Descrip...
Back Here" />

</head>
<body>
```

Blockbeta Marketing: A big picture approach to small business - Home
www.blockbeta.com/
Traditional and digital marketing for entrepreneurs and small business.

...g Title and Descriptio...

</html>

Slide 16

CHECKLIST

Where	Frequency & Relevance
URLs	Repeat keywords 2-3x's, but don't "stuff"
Meta title (each page)	Natural language
Meta description (ea pg)	Text, not graphic
Page headers (H1, H2's)	Different forms: *ing*, *s*, *ed*, etc.
Intro paragraph	
Image alt and title tags	Short, attractive: like newspaper headlines
Link text	Place forms, tables and java script near bottom

ALT TAGS FOR IMAGES

"Building on the water"

WHY?

- Text-only browsers
- Accessible browsers
- Mobile browsers
- Search engine image search

`<img src="building.gif" alt="Building on the water">`

17

WEBMASTER TOOLS
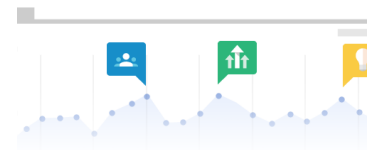
Google's Search Console & Bing

18
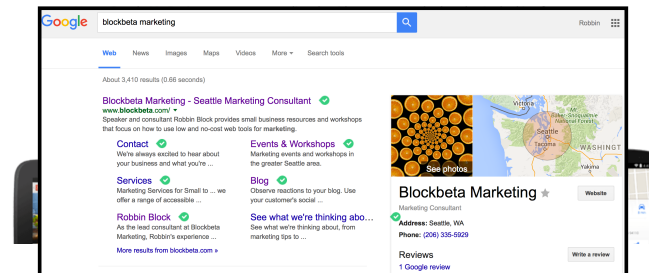
GOOGLE MY BUSINESS

20% of searches are related to location (services can hide address)
Search, Maps, Google+

19

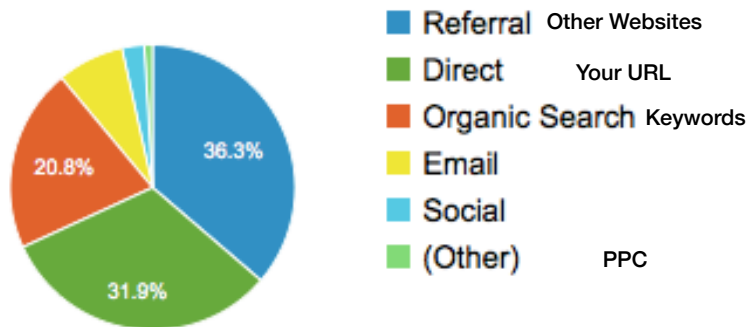# GOOGLE ANALYTICS

Where are people coming from?

20

TRAFFIC SOURCES

Where are visitors coming from?

Referral — Other Websites
Direct — Your URL
Organic Search — Keywords
Email
Social
(Other) — PPC

36.3%
20.8%
31.9%

GOOGLE ANALYTICS

Track your website visitors
google.com/analytics
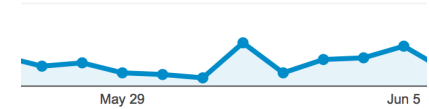
People who don't know you . — New Visitor — 390 (80.41%)
People who do. — Returning Visitor — 95 (19.59%)

LEARN MORE ABOUT SEARCH ENGINES

Google Inside Search — Google.com/insidesearch/

Search Engine Marketing — Blockbeta.com/guides

Search Engine Watch — SearchEngineWatch.com

Search Engine Land — SearchEngineLand.com
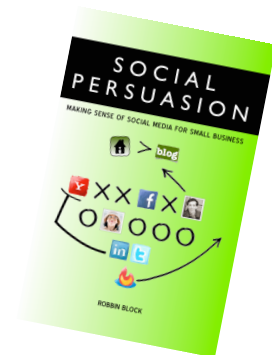
pluginSEO — Test your site with PluginSEO.com

THANK YOU

Get free resources:
blockbeta.com/drivers

BLOCKbETA marketing
A Big Picture Approach to Small Business™

206-335-5929
info@blockbeta.com
blockbeta.com

SOCIAL PERSUASION
MAKING SENSE OF SOCIAL MEDIA FOR SMALL BUSINESS

ROBIN BLOCK

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